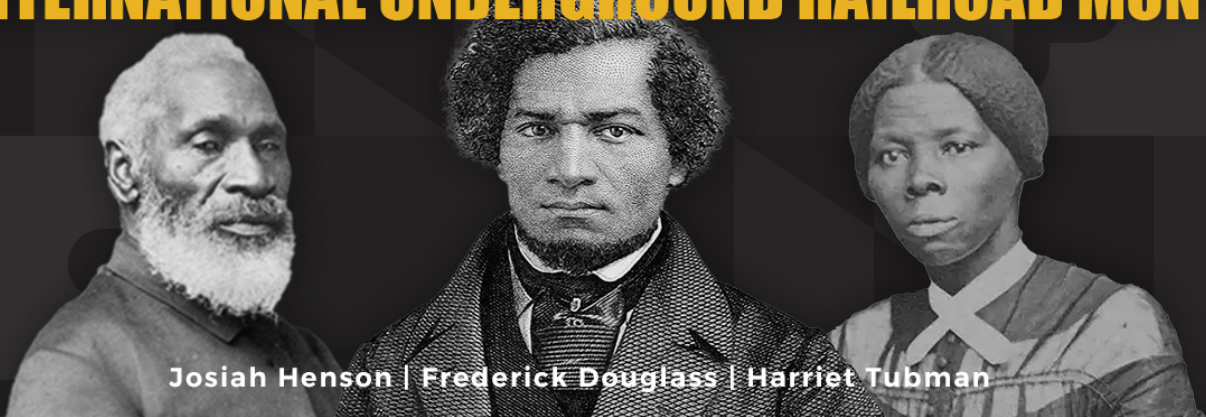


# 2023 INTERNATIONAL UNDERGROUND RAILROAD MONTH

## SOCIAL MEDIA GUIDE

### ABOUT

## DISCOVER PATHWAYS TO FREEDOM DURING INTERNATIONAL UNDERGROUND RAILROAD MONTH



International Underground Railroad Month celebrates the inspiring efforts of people who fought for freedom of the enslaved. It honors those who resisted enslavement and made the daring decision to escape, those who provided places of refuge for freedom seekers, those who guided others or helped them along the way, but most importantly those who courageously risked their lives to find liberation. Several iconic freedom seekers such as Harriet Tubman and Frederick Douglass broke chains of enslavement and fled in September.

During International Underground Railroad Month, the Maryland Office of Tourism and its partners highlight and share stories of Maryland's Underground Railroad. Events, tours, and visitor experiences inspire people to travel to Underground Railroad locations. Here, individuals discover the extraordinary stories of freedom seekers' journeys, illuminating the hope for freedom for all people.

In 2023 we are featuring Underground Railroad sites and stories in the Central Region of Maryland. New interpretive exhibits at the National Aquarium will provide guests with an overview of Underground Railroad activities on Baltimore's waterfront and in Central Maryland. The exhibits will also tell the story of Tilly's escape.

The new Pathways to Freedom Guide, featuring driving and walking tours, will promote Underground Railroad sites in this region, highlighting freedom seekers' opportunities and methods of flight.

For more information visit <https://www.visitmaryland.org/pathways-to-freedom>.



## GOALS:

- Build upon Maryland's initiative as the most powerful Underground Railroad storytelling destination in the world.
- Highlight and share the stories of Maryland's Underground Railroad.
- Inspire the public to travel to Underground Railroad locations to learn the history associated with individual sites and experience the mosaic of community, regional, and national stories.
- Commit to making International Underground Railroad Month an annual event.
- Feature and promote sites and stories related to flights to freedom in Maryland's central region.

## HASHTAGS:

### Primary:

#MDinFocus,  
#UndergroundRailroad

### Secondary\*:

#UGRR, #BlackHistory, #AfricanAmerican,  
#HarrietTubman, #FrederickDouglass,  
#NPSNetworkToFreedom

## PROFILES TO TAG:

### Maryland Office of Tourism:

Facebook: @TravelMD

X: @TravelMD

Instagram: @VisitMaryland

### National Underground Railroad Network to Freedom:

Facebook: @npsnetworktofreedom

Instagram: @npsnetworktofreedom

*\*Suggested for use on Instagram or where it is appropriate*

## VISUAL ASSETS:

Click [here](#) to download assets for use on social media posts. Please be sure to include any necessary photo credit.





Listed below are sample posts which we welcome you to use on social media. These messages can be copied/pasted verbatim or used as guidelines. We encourage you to personalize them and/or create entirely new messages about the journey of freedom seekers, and those who assisted them, on the Underground Railroad in Maryland. Consider what imagery, facts, or information you can add to the conversation, and what will inspire travel to your sites in honor of International Underground Railroad Month.

- **September is International Underground Railroad Month. Visit a National Park Service Network to Freedom site to discover the stories of Maryland's freedom fighters, courageous people who accomplished extraordinary things in the fight against slavery.**
- **September is International Underground Railroad Month. Learn about the legacy of Maryland's freedom fighters who altered the course of history with their bravery, courage, and sacrifice.**
- **Many of the best-known Underground Railroad leaders and abolitionists emerged from Maryland. You know names like Harriet Tubman and Frederick Douglass, but there are many other stories you should learn. Visit a National Park Service Network to Freedom site to discover the stories of Maryland's freedom fighters.**
- **Discover the Underground Railroad's routes, safe houses, and unique places that guided enslaved people to freedom. Start your journey by downloading the new Pathways to Freedom guide, a collection of driving and walking tours through the Central Maryland region.**
- **Escaping the bondage of slavery and reaching freedom was a dangerous and potentially life-threatening journey. At a Maryland National Park Service Network to Freedom site, you can learn about the daring journey to freedom along the Underground Railroad. Plan your visit today.**

To include a link to your website, you can put a [Bitly link](#) at the end of your caption or direct people to the link in your bio. For instructions on how to put a link in your Instagram bio, click [here](#).







- [Pathways to Freedom](#)
- [Discover Maryland's Freedom Fighters](#)
- [Maryland Network to Freedom Sites, Programs and Tours](#)
- [Explore Maryland's Underground Railroad Sites](#)
- [The Ultimate Guide to Underground Railroad Sites in Maryland](#)
- [Unique Experiences: The Most Powerful Underground Railroad Storytelling Destination in the World](#)
- [Article: Successfully Escaping Slavery on Maryland's Underground Railroad](#)
- [Article: Maryland: The Most Powerful Underground Railroad Storytelling Destination in the World](#)
- [Maryland's African-American Heritage](#)
- [Discover Maryland's African-American History](#)